

“W” Number: \_\_\_\_\_  
 Student Name: \_\_\_\_\_  
 Advisor Name: \_\_\_\_\_

Catalog: 2021-2022 University of Wyoming Catalog  
 Program: Outdoor Recreation & Tourism Management,  
 Business & Hospitality Management Concentration, B.S.

## Outdoor Recreation & Tourism Management, Business & Hospitality Management Concentration, B.S.

A B.S. in Outdoor Recreation and Tourism Management (ORTM) emphasizes stewardship and conservation of natural resources, tourism and outdoor recreation theories and best practices, entrepreneurial and business management strategies, creating outstanding visitor experiences, and broad understanding of cultural and natural resources. Students choose one of five different concentrations.

Students earning a degree in ORTM will be expected to demonstrate learning in six key areas:

1. Leadership
  - a. competency in leading and building diverse, collaborative teams;
  - b. application and evaluation of ethical, resourceful leadership principles to challenges and solutions within the ORTM industry.
2. Professional Practice
  - a. ability to apply and critically evaluate practical, creative, ethical, and theoretical frameworks in diverse and complex professional circumstances.
3. Communication
  - a. ability to manage dynamic relationships and demonstrate best practices in communication.
4. Nimble and Creative Thinking
  - a. ability to strategically design, implement, and evaluate sustainable and emergent services, experiences, and opportunities.
5. Trans-disciplinarity
  - a. synthesis and application of ecological and human communities, with the capacity to provide wise stewardship and conservation of natural resources;
  - b. tourism and outdoor recreation theories and best practices;
  - c. entrepreneurial and business management strategies.
6. Place-based and Global Understanding
  - a. skills to implement solutions appropriate for local environments that demonstrate fluency in global contexts and diverse cultures.

To fulfill the requirements, students must complete the following, earning 76+ credit hours in specified categories:

### 18 Credit Hours of ORTM Core Courses:

| Course Name   | Credits:   | Term Taken | Grade | Gen Ed |
|---|------------|------------|-------|--------|
| ORTM1000 - Foundations of Recreation and Tourism                | Credits: 3 |            |       |        |
| ORTM1050 - Natural and Cultural Resources of the West           | Credits: 3 |            |       |        |
| ORTM2000 - Foundations of Customer Service and Hospitality      | Credits: 3 |            |       |        |
| ORTM2050 - Program Planning, Design and Delivery                | Credits: 3 |            |       |        |
| ORTM3000 - Tourism Theory and Practice                          | Credits: 3 |            |       |        |
| ORTM3050 - Operations, Management and Environmental Stewardship | Credits: 3 |            |       |        |

### 20+ Credit Hours in ORTM Foundations Courses:

#### Statistics:

| Course Name  | Credits:   | Term Taken | Grade | Gen Ed |
|--|------------|------------|-------|--------|
| STAT2050 - Fundamentals of Statistics                      | Credits: 4 |            |       |        |
| <b>OR</b>  |            |            |       |        |
| STAT2070 - Introductory Statistics for the Social Sciences | Credits: 4 |            |       |        |

#### Business Fundamentals:

(Complete One Course from Each Area):

#### Economics:

(Choose One Course)

| Course Name                              | Credits:   | Term Taken | Grade | Gen Ed |
|--|------------|------------|-------|--------|
| ECON1010 - Principles of Macroeconomics  | Credits: 3 |            |       |        |
| ECON1020 - Principles of Microeconomics  | Credits: 3 |            |       |        |
| ECON1200 - Economics, Law and Government | Credits: 3 |            |       |        |

#### Accounting:

| Course Name                           | Credits:   | Term Taken | Grade | Gen Ed |
|---------------------------------------|------------|------------|-------|--------|
| ACCT2010 - Principles of Accounting I | Credits: 3 |            |       |        |

**Marketing:**

| Course Name                         | Credits:   | Term Taken | Grade | Gen Ed |
|-------------------------------------|------------|------------|-------|--------|
| MKT3210 - Introduction to Marketing | Credits: 3 |            |       |        |

**Environment & Natural Resources:****Environmental Science:**

(Choose One Course)

| Course Name                                     | Credits:   | Term Taken | Grade | Gen Ed |
|---|------------|------------|-------|--------|
| ENR1200 - Environment                           | Credits: 4 |            |       |        |
| ENR1500 - Water, Dirt, and Earth's Environment  | Credits: 4 |            |       |        |
| GEOL1500 - Water, Dirt, and Earth's Environment | Credits: 4 |            |       |        |
| GEOG1010 - Introduction to Physical Geography   | Credits: 4 |            |       |        |
| GEOL1100 - Physical Geology                     | Credits: 4 |            |       |        |

**Conservation & Sustainability:**

(Choose One Course)

| Course Name  | Credits:   | Term Taken | Grade | Gen Ed |
|--|------------|------------|-------|--------|
| ENR2300 - Foundations of Sustainability                      | Credits: 3 |            |       |        |
| ENR4560 - Conservation Entrepreneurship                      | Credits: 3 |            |       |        |
| GEOL1600 - Global Sustainability: Managing Earth's Resources | Credits: 4 |            |       |        |
| GEOG4040 - Conservation of Natural Resources                 | Credits: 3 |            |       |        |
| RNEW1000 - Wyoming Wildlands: Science and Stewardship        | Credits: 3 |            |       |        |

**People & Culture:****Social Science:**

(Choose One Course)

| Course Name                                | Credits:   | Term Taken | Grade | Gen Ed |
|--|------------|------------|-------|--------|
| GEOG1000 - World Regional Geography        | Credits: 3 |            |       |        |
| GEOG1020 - Introduction to Human Geography | Credits: 3 |            |       |        |
| PSYC1000 - General Psychology              | Credits: 3 |            |       |        |
| SOC1000 - Sociological Principles          | Credits: 3 |            |       |        |

**Culture/Diversity:**

(Choose One Course)

| Course Name   | Credits:   | Term Taken | Grade | Gen Ed |
|---|------------|------------|-------|--------|
| AMST2010 - Introduction to American Studies         | Credits: 3 |            |       |        |
| ENR3620 - Environmental Justice                     | Credits: 3 |            |       |        |
| POLS3620 - Environmental Justice                    | Credits: 3 |            |       |        |
| ENR2000 - Environment and Society                   | Credits: 3 |            |       |        |
| GEOG3400 - Traditional Ecological Knowledge         | Credits: 3 |            |       |        |
| NAIS3400 - Traditional Ecological Knowledge         | Credits: 3 |            |       |        |
| HIST2290 - History of North American Indians        | Credits: 3 |            |       |        |
| NAIS2290 - History of North American Indians        | Credits: 3 |            |       |        |
| NAIS1001 - Foundations in American Indian Studies   | Credits: 3 |            |       |        |
| NAIS1030 - Social Justice in the 21st Century       | Credits: 3 |            |       |        |
| NAIS1350 - American Indians in Contemporary Society | Credits: 3 |            |       |        |

**13+ Credit Hours in Synthesis & Applied Experience:****Professional Semester:**

(Complete all Courses in the Same Semester)

| Course Name  | Credits:   | Term Taken | Grade | Gen Ed |
|--|------------|------------|-------|--------|
| ORTM4900 - Outdoor Recreation and Tourism Management Business Strategies | Credits: 3 |            |       |        |
| ORTM4901 - Human Dimensions of Outdoor Recreation and Tourism Management | Credits: 3 |            |       |        |

|  |            |  |  |  |
|--|------------|--|--|--|
| ORTM4902 - Recreation Venue Operations | Credits: 3 |  |  |  |
| ORTM4903 - Capstone                    | Credits: 3 |  |  |  |

### Applied Experience (One Credit Minimum):

*\*students must complete a 400-hour internship experience prior to enrolling in ORTM 4970*

| Course Name             | Credits:     | Term Taken | Grade | Gen Ed |
|-------------------------|--------------|------------|-------|--------|
| ORTM4970 - Internship * | Credits: 1-6 |            |       |        |

### 19+ Credit-Hour Concentration:

| Course Name                                  | Credits:   | Term Taken | Grade | Gen Ed |
|--|------------|------------|-------|--------|
| MGT1040 - Legal Environment of Business      | Credits: 3 |            |       |        |
| MGT3210 - Management and Organization        | Credits: 3 |            |       |        |
| HOSP4800 - Hospitality Operations Management | Credits: 3 |            |       |        |

### Management:

(Choose One Course)

| Course Name                                      | Credits:   | Term Taken | Grade | Gen Ed |
|--|------------|------------|-------|--------|
| MGT3410 - Human Resources Management             | Credits: 3 |            |       |        |
| MGT3420 - Organizational Behavior and Leadership | Credits: 3 |            |       |        |
| MKT4590 - Sustainable Business Practices         | Credits: 3 |            |       |        |

### Sales & Marketing:

(Choose One Course)

| Course Name                                   | Credits:   | Term Taken | Grade | Gen Ed |
|---|------------|------------|-------|--------|
| MKT4230 - Integrated Marketing Communication  | Credits: 3 |            |       |        |
| MKT4240 - Consumer Behavior                   | Credits: 3 |            |       |        |
| MKT4440 - Services Marketing                  | Credits: 3 |            |       |        |
| MKT4520 - Marketing Research and Analysis     | Credits: 3 |            |       |        |
| SELL3310 - Professional and Technical Selling | Credits: 3 |            |       |        |

### Approved Electives:

(Choose Two Courses):

| Course Name  | Credits:   | Term Taken | Grade | Gen Ed |
|--|------------|------------|-------|--------|
| ECON3010 - Intermediate Macroeconomics                 | Credits: 3 |            |       |        |
| ENTR2700 - Entrepreneurial Mindset                     | Credits: 3 |            |       |        |
| ENTR3700 - Innovation, Ideation, and Value Proposition | Credits: 3 |            |       |        |
| FIN3250 - Corporate Finance                            | Credits: 3 |            |       |        |
| HOSP3000 - Managing Profitability in Hospitality       | Credits: 3 |            |       |        |
| MGT3110 - Business Ethics                              | Credits: 3 |            |       |        |

### 6+ Credit Hours of Haub School Requirements Courses:

- U.S. Diversity (choose one)
- Global Awareness (choose one)

### Additional Requirements:

Students complete additional credit hours in consultation with advisor if needed to meet minimum 120 credits, including 42 upper division credits, to earn a bachelor's degree from the University of Wyoming.

Additionally, students must:

- earn a C or better in all courses fulfilling program requirements - including Haub School U.S. Diversity and Global Awareness courses, and degree, major, and/or minor courses;
- earn 12 credits unique to each program when enrolled in multiple Haub School programs;
- meet University of Wyoming requirements for earning a bachelor's degree, including, but not limited to, completion of University Studies Program and maintaining minimum 2.0 GPA for good academic standing and graduation.

### Notes: